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October 19, 1992

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LAST MINUTE NEWS

J&J to consolidate roster

NEW YORK—Johnson & Johnson next month is expected to start consolidating agencies for its consumer products businesses, several agency executives say. It's believed the shifts will initially include the Bathtime Buddies line of Winnie the Pooh & Friends children's toiletries, now at Earle Palmer Brown Cos. here, and possibly Clean & Clear Skincare, now at FCB/Leber Katz Partners. Lintas:New York, which handles J&J's baby-care business, is expected to pick up Bathtime Buddies as well as an undisclosed children's product to be launched in early 1993. Combined spending for all three pieces of business is about $30 million, with the Lintas assignments estimated at $20 million. Agency executives

(Continued on Page 8)

Massive political buys lift Big 3

By Joe Mandese

NEW YORK—The Big 3 TV networks are about to reap the biggest political advertising windfall in history.

President Bush, Arkansas Gov. Bill Clinton and deep-pocketed businessman Ross Perot caught ABC, CBS and NBC off-guard by buying about $40 million worth of airtime as of Oct. 15.

■ **Ad industry now favors Clinton—Page 3.**

That figure is sure to grow, because additional purchases are expected to be made in the remaining days before the election.

President Bush has bought the most time, spending $17.9 million on the three networks, followed by Mr. Perot's $17.3 million. Gov. Clinton bought much less than the others, $3.8 million, concentrating instead on spot TV buys.

Indeed, the presence of Mr. Perot appears

(Continued on Page 52)

Doug Goodman

Gathered in Virginia were ANA officers including (from l.) outgoing Chairman L. Ross Love, new Chairman Harry E. Davis, President DeWitt Helm and Vice Chairman Richard Garvey.

Ad execs pinning hope on election

Marketers say next month's results may spark consumer confidence, economy

By Julie Liesse and Rance Crain

HOT SPRINGS, Va.—The nation's leading advertisers are waiting, hoping and praying.

Waiting for the November election results. Hoping post-election optimism, in lieu of anything more tangible, gets the U.S. economy moving in a positive direction. And praying, most of all, that either will boost consumer confidence.

"The focus here is the economy—and in that sense, what effect the election might have on the economy," said Gary Moss, VP-marketing services for Campbell Soup Co. "There's a lot of anxiety here and a deep longing for things to improve quickly."

The several hundred marketing, media and agency executives gathered here last week for the Association of National Advertisers' annual meeting seemed ready to

■ **Advertising ethics a popular topic at the ANA meeting—Page 53.**
■ **New ANA chairman ready to adapt to change—Page 53.**

(Continued on Page 53)

Intel discovers PC chips need real brand name

By Bradley Johnson

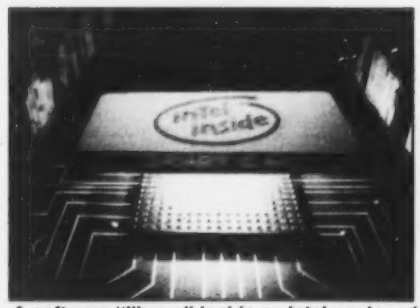
Intel Corp. late this year will unveil a true brand name rather than just a number for its new personal computer microprocessor brain to protect against knockoffs.

Intel has always been a technological leader, and last year it gained a reputation for savvy, consumer-style marketing by launching an ambitious "Intel inside" campaign, featuring a logo, TV spots and co-op ads with PC marketers.

Now Intel is ready to take the next step because competitors are using the same numerical designations on computer chips. Intel last year focused marketing attention on its exclusive 486 technology, but Cyrix Corp. is already using the 486 designation on a chip, and another, Advanced Micro Devices, plans to ship a 486 clone by yearend.

"There's little way to enforce usage of these numbers at this point," said Dennis Carter, Intel director of marketing.

By trademarking a non-numerical name for its next chip, Intel hopes PC marketers and buyers will seek out the new chip, while competitors will find it difficult to market similarly named knockoffs.



A software "library" inside an Intel-equipped PC is meant to show the brand's versatility.

Separately, Intel today starts a two-month flight of "Intel inside" TV advertising.

In the third spot since Intel began TV advertising last November, the company again takes viewers on a quick-paced trip inside a computer. Dahlin Smith White, Salt Lake City, is the agency, while Lucasfilm's Industrial Light & Magic produced special effects.

The new 30-second spot promotes the compatibility of Intel-equipped PCs with

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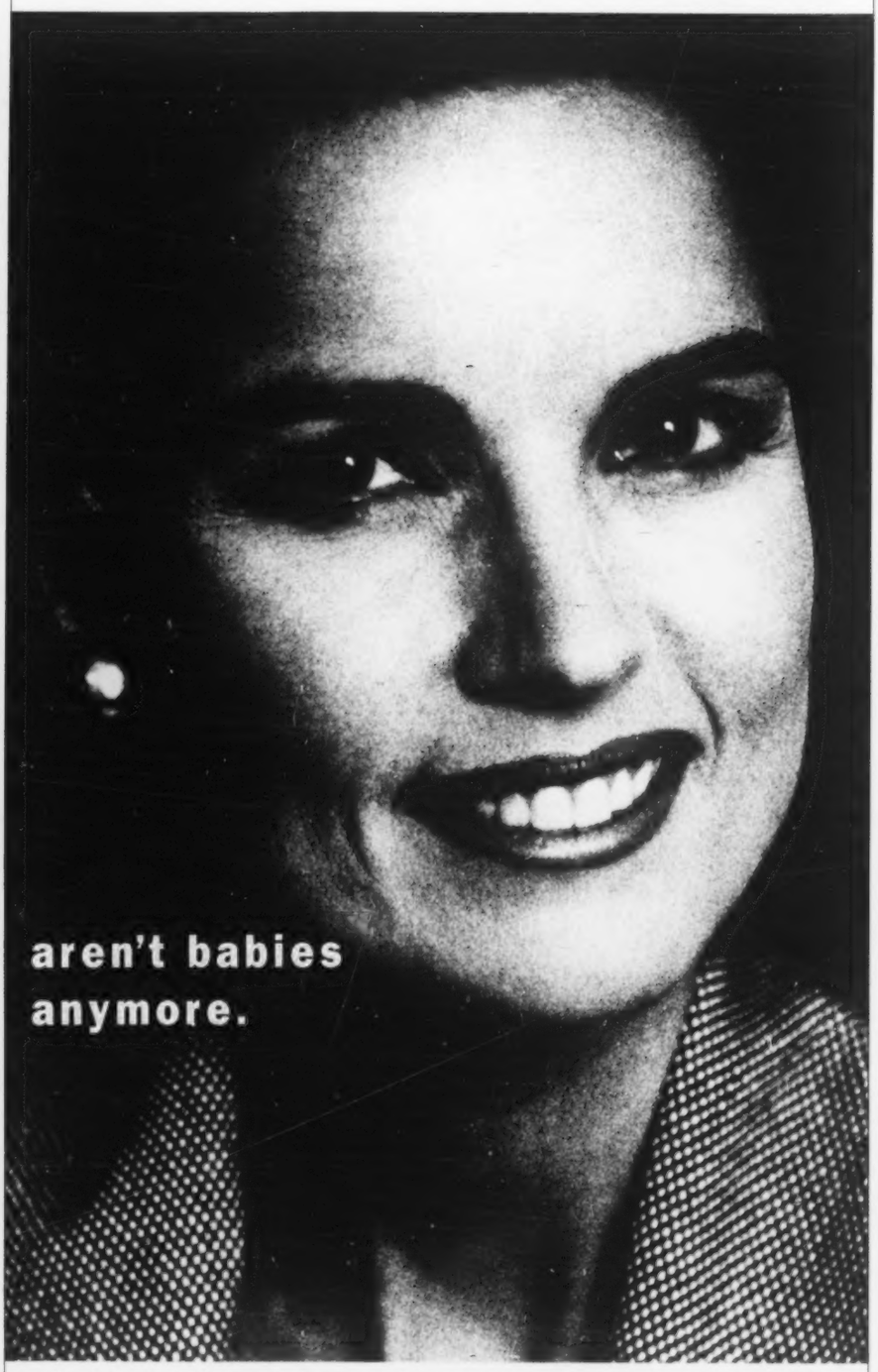
INSIDE

Magazine Special Report: Survival of the hippest. **After Page 30.**

Scott Thomas Bueno Vista

Tennessee agency makes a name creating weird characters like Ernest P. Worrell. **Page 48.**

Baby boomers...



THE GENERATION THAT ONCE DIDN'T TRUST ANYONE OVER THIRTY IS NOW OVER THIRTY ITSELF...AND GROWING. LEAR'S WOMEN IN THIS AFFLUENT AGE GROUP HAVE EXCHANGED FLOWER POWER FOR CORPORATE POWER. THEY ARE 84% MORE LIKELY TO SERVE ON CORPORATE BOARDS THAN THE AVERAGE AFFLUENT WOMAN, AND 71% MORE LIKELY TO SERVE ON THE BOARD OF A CHARITY. LEAR'S READERS ARE VERY MUCH WOMEN OF SUBSTANCE—WITH HIGH INCOMES AND A HIGH DEGREE OF SOCIAL RESPONSIBILITY. TO REACH THESE INFLUENTIAL, ACHIEVEMENT-ORIENTED TRENDSETTERS, CALL LEAR'S AT (212) 891-6990.

LEAR'S

Source: 1992 Mendelsohn Affluence Survey. Base: Total Women.

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NEWS SUMMARY

■ **Presidential candidates** have ordered an estimated $40 million worth of airtime on the three major TV networks. ... **1**

■ **Intel Corp.** plans to brand its microprocessor chip to discourage copycats. ... **1**

■ **'Malcolm X,'** the new movie by Spike Lee, may open next month without the expected advertiser tie-ins. ... **3**

■ **Hyundai** begins ads for its new PCs Oct. 26. ... **3**

■ **Dristan** Juice Mix-In, a powdered remedy to be mixed with juice, is expected to make its debut in several weeks. ... **6**

■ **Nielsen Marketing Research** may add TV viewing diaries to provide single-source product/media data. ... **6**

■ **Checkout lanes** of supermarkets are the newest marketing battleground for Coca-Cola and Pepsi-Cola. ... **20**

■ **Television Bureau of Advertising** says the ad outlook is so uncertain it won't make a 1993 forecast. ... **40**

■ **Louis Rich** account left D'Arcy Masius Benton & Bowles, and more Kraft General Foods business may follow. ... **51**

■ **Chrysler Corp.'s** new LH cars will be introduced to the media and the public Oct. 21. ... **55**

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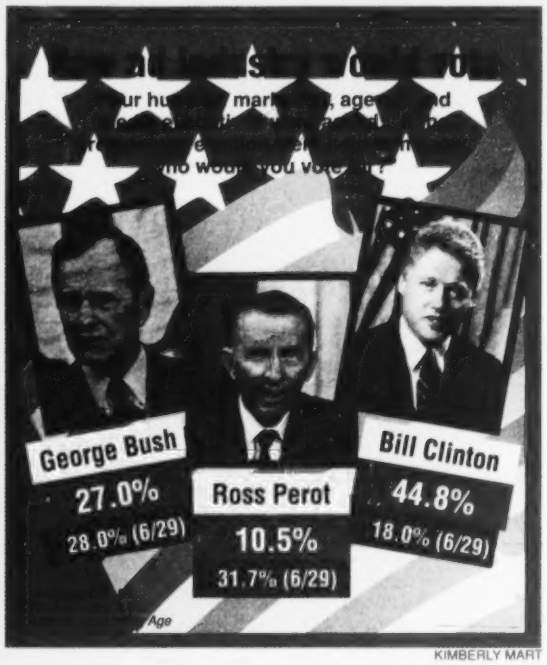


KIMBERLY MART

Industry set to dump Bush for Clinton: poll

By Adrienne Ward

The marketing community has done a turnaround and is now backing Arkansas Gov. Bill Clinton for president.

But the industry isn't necessarily happy about it.

An exclusive *Advertising Age* survey of 400 marketing, agency and media executives found 44.8% of respondents would vote for Gov. Clinton if the presidential election were held tomorrow; 27% would vote for President Bush, and 10.5% would cast their ballot for Texas billionaire Ross Perot. Those undecided accounted for 14.8%, and 3% said they wouldn't vote for president.

The support for Gov. Clinton and Mr. Perot swings widely from a similar *Ad Age* poll taken in June, when Gov. Clinton got support from only 18% of respondents and Mr. Perot was backed by 31.7%. The support in the marketing community for President Bush—28% in June—has remained relatively constant.

Why has the ad industry—like most of the country—changed its tune about Gov. Clinton?

"I don't think it's as much what is it about Gov. Clinton as what isn't it about President Bush, who has been running a rather lethargic campaign," said John O'Toole, president-ceo of the American Association of Advertising Agencies.

The random survey of *Ad Age* subscribers—representing the U.S. marketing community—was conducted by telephone Sept. 28 through Oct. 12. It has a margin of error of plus or minus 3 percentage points.

Mr. O'Toole said he believes last week's presidential and vice presidential debates, which occurred after most of the fielding for the *Ad Age* poll was completed, would have had very little impact on the final results.

Even though most respondents have decided who to vote for, nearly half—49.5%—said they are disappointed with the selection of candidates this year.

"Disappointment is the significant characteristic about this election—no

(Continued on Page 51)

Southwest turns tattler

But Northwest responds, 'Sticks and stones may . . .'

By Jennifer Lawrence

Southwest Airlines will escalate its war of words against Northwest Airlines with a tongue-in-cheek TV spot that starts Oct. 20.

The 30-second commercial—set to air in Chicago, Detroit and Phoenix, Ariz.—counters Northwest's claim to be No. 1 in customer satisfaction with a punchline that even Northwest officials admit is clever.

The spot shows a very serious boardroom meeting with executives sitting around a conference table. The voice-over says: "After lengthy discussions at the highest executive levels and exhaustive consultation with our legal department, we have arrived at an official response to Northwest Airlines' recent claim that they're No. 1 in customer satisfaction."

Silence falls on the room. The executive at the head of the table reads from a piece of paper and says, "Liar, liar. Pants on fire."

The voice-over goes on to explain that the real leader in customer satisfaction, on-time performance and baggage handling, according to the U.S. Department of Transportation, is Southwest.

A print version of the spot ran last week in *The Wall Street Journal* and *USA Today*. That ad explained that Southwest "lost its temper for a moment. Northwest Airlines didn't really lie. And its pants aren't actually on fire. Northwest simply excluded

(Continued on Page 52)

Southwest Airlines chants, "Liar, liar. Pants on fire," in response to a Northwest ad touting customer satisfaction.

Hyundai PCs take on Gateway

By Bradley Johnson

Hyundai is rolling out its made-in-the-USA personal computers, taking direct aim at mail-order PC giant Gateway 2000.

Hyundai Electronics America on Oct. 26 will start a $3 million to $4 million fourth-quarter print campaign to promote its new line of PCs and move into the hot, and hotly competitive, mail-order market.

Hyundai will spend $10 million to $12 million over the next year promoting its new computers and direction, said Gene Kincaid, director of advertising and public relations.

The centerpiece of the campaign is an eight-page magazine insert in which Hyundai prods readers to "Do something new breed" and to "put the old breed out to pasture."

The ad shows a cow wandering in a field "somewhere east of Sioux City," a poke at Gateway 2000, a North Sioux City, S.D., company whose mascot is a Holstein cow.

The bulk of the print ads, created by Tallant LaPointe & Partners, San Francisco, will run in computer publications, primarily Ziff-Davis Publishing Co. titles such as *PC Magazine, Computer Shopper* and *Corporate Computing*.

The only planned general-market advertising will appear in *USA Today* beginning in November.

Hyundai will try to sell superior service and the strength of its $50 billion parent.

Hyundai faces some challenges. It isn't offering a major price advantage and doesn't claim to beat Gateway in performance on all models.

So Hyundai will try to sell superior service and the strength of its $50 billion parent.

Mr. Kincaid said Hyundai PCs "should be within $5" of Gateway PCs. "We may have a performance edge for a while" as well, he added.

The new computers, ads and mail-order strategy are the payoff from South Korea-based Hyundai Group's decision last spring to consolidate management, marketing, development and manufacturing of PCs in California's Silicon Valley (AA, June 29) to get closer to the fickle U.S. market.

Leading the charge is Edward D. Thomas, a 27-year IBM Corp. veteran and most recently president of CompuAdd Computer Corp., a PC marketer. Mr. Thomas, who joined the company in April, is president-chief operating officer of Hyundai Electronics America's Information Systems Division. Mr. Kincaid, a former director of advertising at CompuAdd, arrived in July.

Hyundai, an industrial giant but minor factor in PCs, had a 2.5% share of the 9.8 million-unit U.S. PC market last year, according to InfoCorp, a research company. Mr. Thomas has set a goal of gaining a 3.5% to 4% share by 1994. □

'X' marks the spot for latest Lee furor

By Marcy Magiera

When "Malcolm X" opens in theaters Nov. 20, Spike Lee should be firmly established as the master of marketing by controversy.

The filmmaker's renegade marketing approach may cost the movie valuable, conventional promotional exposure.

Tie-ins with Coca-Cola Co. and black haircare marketer Luster Products have failed to gel. That's despite earlier assertions by Marc Strachan, Mr. Lee's marketing adviser, that both marketers were committed to ambitious education-oriented promotions.

There was just one problem: Warner Bros., the studio that's marketing "Malcolm X," was independently pursuing its own partnerships with advertisers, including Coca-Cola. And it became difficult to determine who's in control, Warner or Mr. Lee.

Mr. Strachan, ceo of Strachan-McDuffie Communications, which handles product placement and promotions

(Continued on Page 54)

Call this new trend the bathing boom

New Conair, Yardley lines may drive up ad spending

By Pat Sloan

After years of hitting the shower, more Americans are taking a bath.

Personal-care marketers are responding to the trend with new products that address the desire of baby boomers to pamper themselves in what has become their last bastion of privacy: the bathroom.

A Gallup Organization poll earlier this year found 32% of those surveyed took baths regularly instead of showers, compared with just 18% in 1991. The number of people taking both baths and showers rose from 25% in 1991 to 45% this year.

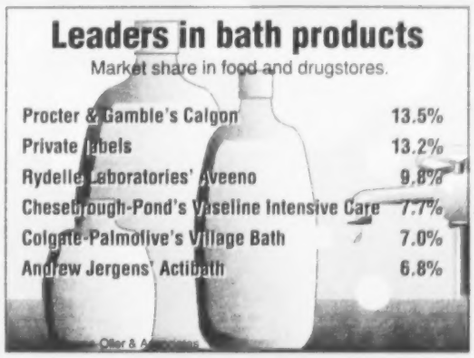
Marketers looking to clean up on the bathing boom include just about everyone, from Yardley of London (marketed in the U.S. by Maybelline Inc.), to haircare specialist Conair Corp. and beauty marketer Del Laboratories.

Talbots is among those easing into the category with Talbots Intimates. The specialty retailer and cataloger of women's and children's clothes plans catalogs and stores focused exclusively on intimate apparel, bath products and accessories such as breakfast trays and footstools.

The multiproduct bath lines sold by Talbots Intimates include Talbots Cottage Garden and Talbots Trellis. Both feature bath gel, bath soap, hand and body lotion, dusting powder, room spray, lingerie wash, potpourri and petite sachets.

There's also talk that both Procter & Gamble Co. and Unilever are ready to wade deeper into bathcare products.

It's been speculated P&G may be developing its own bath brand, in part because the marketer recently told agency Grey Advertising, New York, to resign the $5.5 million Calgon bath additives after 20 years, and Grey agreed. Unilever's Chesebrough-Pond's unit already markets Vaseline Intensive Care bath additives. And the conglomerate's Elizabeth Arden Co. has successfully introduced the Spa department store line, leading industry observers to believe Unilever may try to further plumb the market.


Leaders in bath products
Market share in food and drugstores.
Procter & Gamble's Calgon 13.5%
Private labels 13.2%
Rydelle Laboratories' Aveeno 9.8%
Chesebrough-Pond's Vaseline Intensive Care 7.7%
Colgate-Palmolive's Village Bath 7.0%
Andrew Jergens' Actibath 6.8%
Oller & Associates

KIMBERLY MART

Despite the surge in bathing and bath products, there is no consensus on the category's size. Retail sales estimates range from $200 million to as much as $1 billion, depending on whether body lotions and related products or direct marketers such as Avon Products are included. Industry executives estimate the market grew by 10% to 20% or more last year.

Benckiser Consumer Products' Calgon is the leader of the bath sundries category, with a 13.5% share in food and drugstores, reported Towne-Oller & Associates. Private label brands follow with a 13.2% share, Rydelle Laboratories' Aveeno with 9.8%, Intensive Care with 7.7%, Colgate-Palmolive Co.'s Village Bath with 7% and Andrew Jergens Co. Actibath with 6.8%.

Current brands don't advertise much. Calgon's $5.5 million budget is believed to be the highest. Actibath received only $3 million in 1991, according to LNA/Arbitron Multi-Media Service, while Tsumura International put less than $1 million behind VitaBath, another major brand.

New entries are expected to drive up spending, however. Yardley, via Lord, Dentsu & Partners, is committing an estimated $6 million to print and TV breaking in May for its Bath Shoppe line of soaps, moisturizers, bath oil, bath and shower gel, talc, bath splash and bath salts.

And Conair, a company that hasn't always advertised its toiletries, will spend about $1 million on an in-house print campaign to introduce Beverly Hills Spa, a bath, shower and body line.

Some industry competitors maintain the bathtub still will never replace the shower as a daily routine.

"We have found in research over the past four years that bathing is on the upswing. But the reality with women is that as long as they have multiple roles, they won't have time to make bathing more than an occasional indulgence," said Lisa Wallender, senior marketing manager at Neutrogena Corp.

Accordingly, Neutrogena is promoting its Rainbath shower and bath gel into a "sensual experience" called "Neutrogena showering," in ads from Carlson & Partners. The company has also introduced three after-shower products: Rainbath spray-on dry oil, skin smoothing powder and splash-on silkener. Neutrogena spent $2.1 million on media in '91.

Colgate's Softsoap division is now breaking a spot TV campaign from Martin/Williams, Minneapolis, for its relaunched Softsoap Softskin Body Wash.

"Bath additives are growing quickly, but the majority of people still shower," said Mary Brown, brand manager. "Our consumers told us there are a lot of bath products out there, but they take showers so often that they want alternatives to bar soaps. So we've positioned this product not as a more convenient way to shower but as one that rinses cleaner than bar soaps while moisturizing."

But Lisa Yarnell, Benckiser's group marketing manager, believes stressful times will ensure the continued popularity of baths.

"The incidence of people bathing has increased because of the relaxation value. And bath products are growing faster." □

Biotech-created tomatoes ripe for controversy

Marketers brace for activists' knife

By Bradley Johnson

This could be the "Attack of the Killer Tomatoes" or the solution to decades of bland vegetables.

Biotech tomatoes will roll into supermarkets next year, and marketers must decide what to say about the products' origins. The produce is engineered to be fresher and better tasting year-round.

But a consumer activist is leading a campaign to wither the tomatoes even before they arrive.

Calgene Inc., a decade-old biotechnology company, expects to introduce the first genetically altered tomato, Flavr Savr, a year from now.

DNA Plant Technology Corp. in the second quarter of next year plans to conduct a major single-market test of Vinesweet, a tomato that has its roots in a petri dish. The company hopes to follow that in 1994 or 1995 with what, in its crudest terms, is akin to a tomato crossed with a flounder.

A decidedly different campaign is being orchestrated by Jeremy Rifkin, president of Pure Food Campaign, a group formed last spring to fight genetically altered foods.

Mr. Rifkin, who's concerned about potential effects of genetically altered foods on health and the ecosystem, said he's working on TV and radio public service announcements and plans to take out page ads in *The New York Times*.

Mr. Rifkin also said he has the backing of 1,500 "celebrity chefs," such as Wolfgang Puck of Los Angeles.

He intends to single out any packaged-food marketer that experiments with genetic engineering. "We're going to give Calgene more publicity than they could ever have hoped for," Mr. Rifkin said. "We promise them [Flavr Savr] will be dead on arrival."

Stephen Benoit, VP-marketing at Calgene Fresh, Calgene's marketing arm, said the public's fears of biotech food are greatly exaggerated.

"The vast majority of consumers are actually favorably disposed toward food biotechnology," he said.

Calgene plans to introduce Flavr Savr regionally next year, with national expansion "a function of consumer acceptance and tomato supply," Mr. Benoit said. The produce will sell at roughly a 30% premium over regular tomatoes.

The company doesn't have the money to advertise. But it plans "full disclosure" of the tomato's origins in point-of-purchase materials and through an 800-number, Mr. Benoit said.

Calgene alters the genetic makeup of its tomato to retard rotting, allowing the produce to ripen on the vine longer. That's in contrast to the typical supermarket tomato, which is picked green and gassed with ethylene to ripen.

Calgene must maneuver carefully, observers say. Jack Trout, president of marketing consultancy Trout & Ries, said the company should avoid "trigger words" such as "genetically altered" or "genetically engineered."

"That's going to be the most critical element of how they define their product," he said. "It's a word game."

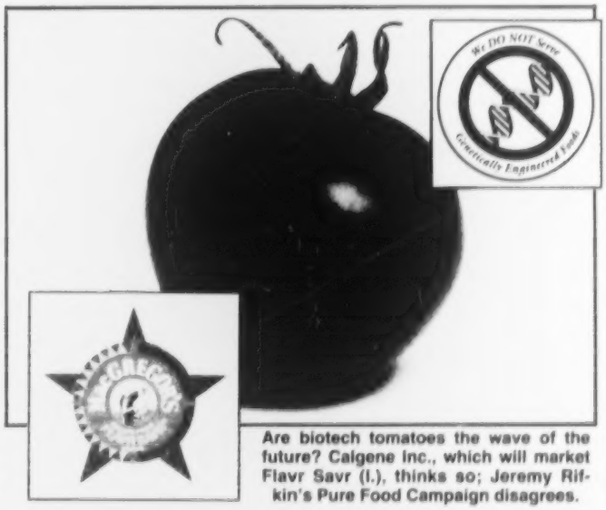
Clive Chajet, chairman-ceo of Lippincott & Margulies, a corporate identity and image company, suggests Calgene emphasize product benefits.

"You can't mislead the public," he said. "You have to be prepared to answer how in fact you ended up with a better-tasting tomato."

DNA Plant Technology's Vinesweet tomato looks far less ripe for controversy. Vinesweet begins on a petri dish with cells extracted from a tomato plant. There's no genetic engineering, and Mr. Rifkin said he hasn't taken a position on it yet.

Marketing plans call for a six-month test in an unnamed city in the second quarter of next year. DNA Plant Technology is currently testing ad strategies in focus groups.

The company's other tomato is sure to spawn controversy, however. That product will include man-made protein similar to that produced by flounder genes. □



Are biotech tomatoes the wave of the future? Calgene Inc., which will market Flavr Savr (l.), thinks so; Jeremy Rifkin's Pure Food Campaign disagrees.

■ **Grey Advertising**, New York, has formed a corporate design subsidiary called Grey Design. Grey creative directors Kurt Haiman and Judy Frisch, will head the new company as design directors. Mitch Mosallem, Grey graphic services director, is managing director.

■ **New Jersey Department of Transportation** is seeking an agency for an estimated $2.5 million account to promote carpooling and public transportation. Proposals are due Oct. 21, and a decision is expected by yearend.

■ **The Connecticut Department of Commerce** is running a $2.7 million out-of-state media campaign to improve its tarnished image as a place to do business. The campaign, themed "The state that thinks like a business," will run in magazines, newspapers and direct mail. Mintz & Hoke, Avon, handles.

■ **Richmond (Va.)/Southside United Way** is running a print campaign addressing spending abuses that caused national United Way President William Aramony to resign earlier this year. The first print ad shows a stretch limousine and the headline, "Why your local United Way dollars will never be stretched this far." Earle Palmer Brown, Richmond, handles.

■ **Barton Brands**, Chicago, to **Garfield, Linn & Co.** from Bloom FCA, New York, for its estimated $3 million St. Pauli Girl imported beer account. . . . **Stihl**, Virginia Beach, Va., to **Finnegan & Agee**, Richmond, from Howard, Merrell & Partners, Raleigh, N.C., for the chainsaw marketer's estimated $1.5 million account. . . . **MacGregor Golf Co.**, Atlanta, to **Bockel Clark & Gill**, from in-house for its estimated $1 million account. Bockel resigned its ProGroup account, now in review.

Magazines tempting

(Continued from Page S-2)
ability than other mass media to target various buyer segments. The market is deluged with so many nameplates now automakers have to find narrow niches or at least identify specific target audiences.

For 1993, Cadillac is going after two very divergent market segments: young, affluent buyers for its new Northstar V-8 engine, available in the Seville STS, Eldorado Touring Coupe and Allante, and more mature buyers for the Fleetwood.

Not only is Cadillac buying space in magazines that reach those specific demographics, but it's moving more heavily into the medium's new ability to do selective binding.

In other words, Cadillac may make a single buy in a publication with a broad readership, but which Cadillac ad subscribers will get depends on what ZIP code they live in.

D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., is the Cadillac agency.

Chrysler's Jeep/Eagle division plans to spend heavily in magazines for the launch of the Eagle Vision, its version of the Chrysler LH model, due Oct. 21.

The Vision also will get some network TV support, "but when this launch is done, you'll see a heavier proportion of magazines and cable TV than you would traditionally find with a new car introduction," says Randy Schroeder, exec VP-media director at CME KHBB Southfield, Mich., agency for Jeep/Eagle.

"That's because the Vision is targeted at the upper end of import intenders," he says. "To distinguish and reach more effectively those audiences, we're pounding in on magazines that reach that type of buyer."

The Jeep brand also continues to get heavy magazine support.

"Back in the 1991 model year, I'd say we were using about 60% of the publications we're using now," Mr. Schroeder says. "Before, we were using more broad-based publications because Jeep didn't have the swing of targets we have now. Now we're using far more publications but we're much more highly selective about which products are advertised there."

Another reason many automakers are showing greater interest in magazines is that many books are cutting deals with advertisers.

"During the last three or four years, as ad budgets really began to tighten, magazines became more willing to negotiate rates and give rate concessions," says Lou Schultz, exec VP-director of media services for Lintas: USA, New York, whose Lintas:Campbell-Ewald subsidiary handles GM's Chevrolet division.

In recent years, GM, Chrysler and Mazda have cut cross media deals with Time Warner.

"Magazines are looking at better ways to form marketing partnerships with added value to their clients," says Mr. Mancini. "These include integrated marketing programs that marry media plans with merchandising through cross-promotions."

Mazda has developed several merchandising programs with magazines, says Bill Hagelstein, exec VP-general manager of Mazda agency Foote, Cone & Belding, Santa Ana, Calif.

For example, ceos who subscribe to *Forbes* were invited to the Forbes mansion in New York to see and test drive the Mazda 929, an upscale niche vehicle.

But Mr. Hagelstein denies Mazda's magazine spending is up nearly 195% from last year, as PIB reports. He says some of the merchandising programs that accompanied magazine buys through its Time Warner deal probably were factored in by PIB.

"We've branched out over the last few years, now using 60-plus titles appealing to various segments," he says. "As a vehicle becomes more expensive or more highly targeted, network TV becomes a shotgun approach. Not a lot of people are going to buy a $50,000 luxury car from seeing an ad on prime-time TV." □

Drugs, remedies hike spending in magazines almost 40%

Automotive is the "hottest" category among magazine advertisers, but it isn't the only hot one.

Other industries are boosting magazines' share of total ad dollars as well. For the first time ever, the drugs & remedies segment broke into the list of top 10 magazine categories this year with a 38.9% rise in spending and a 24.6% increase in ad pages, according to Publishers Information Bureau.

Among the reasons for the big gains: aging baby boomers are buying more health-related products; a number of prescription products—such as yeast infection remedies—are now sold over-the-counter; and makers of some prescription drugs, such as nicotine patches, are now allowed to advertise to consumers.

Top 10 magazine ad categories

	Jan.-July 1992	% change from 1991
Automotive	$599.9	19.02
Toiletries/cosmetics	378.1	2.13
Direct response	341.4	7.90
Business/consumer services	265.2	18.54
Foods/food products	253.8	0.47
Apparel/footwear	222.8	13.59
Travel/hotels/resorts	200.6	-.84
Computers/office equipment	186.1	27.19
Drugs/remedies	140.0	36.37
Cigarettes/tobacco	133.3	-15.22

Note: Dollars in thousands
Source: Publishers Information Bureau

Advertising Age graph: Chris Roy

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Magazine ad page leaders

Publishers Information Bureau figures for January through September 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Forbes	2,503.67	8.0	115,362,011	12.5
2	Business Week	2,411.27	6.4	142,132,805	2.5
3	Bride's	2,249.68	1.3	43,988,442	5.3
4	People	2,214.99	1.8	247,526,193	9.4
5	The Economist	2,019.45	18.2	22,649,341	38.9
6	Modern Bride	1,893.81	-1.8	34,014,324	10.2
7	Vogue	1,879.99	-0.4	78,691,588	4.2
8	Fortune	1,842.33	-5.1	96,693,198	-3.9
9	TV Guide	1,788.32	2.1	198,133,765	-3.1
10	Sports Illustrated	1,594.80	3.5	225,275,414	7.0
11	Entrepreneur	1,528.22	3.3	19,520,822	20.4
12	New York Magazine	1,494.96	-0.3	27,041,479	3.2
13	Time	1,453.32	1.3	237,717,567	10.1
14	Cosmopolitan	1,450.15	0.8	98,643,977	5.5
15	U.S. News & World Report	1,409.75	9.8	127,670,155	16.1
16	Newsweek	1,392.25	9.4	171,101,871	12.2
17	Golf World	1,384.24	14.8	13,015,384	21.7
18	Bridal Guide	1,350.69	23.0	13,879,252	62.9
19	American Way	1,249.99	12.1	18,552,707	13.6
20	Family Circle	1,233.92	15.9	113,005,450	23.1
21	Glamour	1,226.70	-0.9	72,331,902	7.8
22	Good Housekeeping	1,217.49	6.7	135,220,812	13.8
23	The New Yorker	1,181.52	-0.2	33,527,862	3.6
24	Woman's Day	1,105.72	22.4	88,856,605	27.6
25	Elle	1,105.66	-8.9	40,167,745	0.2
26	Rolling Stone	1,091.10	-4.3	47,886,875	2.2
27	Yachting	1,067.64	2.9	7,257,118	7.8
28	Muscle & Fitness	1,065.07	0.8	20,258,785	5.2
29	Golf Digest	1,044.35	12.9	61,946,331	14.9
30	Parents	1,039.82	8.1	48,280,916	11.7
31	Skin Diver	1,038.01	-5.7	11,282,441	1.1
32	Gentlemen's Quarterly	1,015.86	-7.7	31,763,561	6.4
33	Ladies' Home Journal	1,011.42	-4.4	83,718,534	2.0
34	Southern Living	999.91	14.1	56,469,296	25.3
35	Popular Photography	984.18	3.6	24,454,003	7.5
36	Vanity Fair	982.94	10.6	40,645,458	26.8
37	Better Homes & Gardens	975.99	7.6	130,571,826	15.2
38	Texas Monthly	969.42	1.8	12,433,836	11.3
39	Mademoiselle	942.02	-3.1	35,813,601	4.3
40	Sunset	923.99	5.6	35,437,006	15.5
41	Car & Driver	902.37	-5.4	40,041,358	6.3
42	Money	884.42	6.8	62,834,386	10.6
43	Travel & Leisure	861.19	-7.6	38,943,684	-2.1
44	Golf Magazine	853.83	3.3	35,323,454	14.2
45	Redbook	852.88	10.5	53,050,176	3.5
46	Road & Track	849.18	4.9	27,564,619	11.9
47	McCall's	827.03	15.7	65,046,481	14.3
48	W Magazine	820.53	-9.5	21,686,347	2.1
49	Inc.	796.63	20.1	35,992,049	21.4
50	Architectural Digest	787.16	-10.6	22,635,878	-10.0
51	Financial World	773.66	59.6	20,377,076	74.2
52	Parenting	765.89	30.7	20,935,508	53.6
53	Jet	757.46	-2.8	13,739,638	-0.8
54	Country Living	752.11	9.7	35,450,982	13.7
55	Black Enterprise	747.50	9.6	11,978,393	18.3
56	Self	735.50	7.2	29,877,677	7.0
57	Seventeen	728.89	-4.0	26,728,376	-1.7
58	Entertainment Weekly	721.01	16.0	23,064,842	52.4
59	Harper's Bazaar	721.01	-4.5	21,586,752	-2.9
60	Gourmet	716.07	-5.4	22,378,232	-1.1
61	Outside Magazine	703.09	12.2	16,733,364	29.8
62	Salt Water Sportsman	702.08	-3.3	4,656,580	-9.4
63	Delta Sky	690.55	20.6	21,204,311	31.9
64	Conde Nast Traveler	671.86	-4.0	21,127,532	0.6
65	Esquire	670.06	7.5	23,650,834	13.6
66	Ebony	669.17	-3.1	26,397,996	-1.0
67	Four Wheeler	645.80	-7.1	5,368,854	-15.3
68	Bon Appetit	642.03	1.7	22,680,198	11.2
69	Reader's Digest	640.07	3.8	81,717,489	18.8
70	Bicycling	639.21	-12.9	11,492,236	2.9
71	Tennis	629.30	11.6	23,596,186	18.2
72	Parade*	629.17	14.2	337,479,158	18.9
73	Essence	624.76	9.4	19,718,283	21.3
74	Automobile Magazine	609.20	1.8	16,510,019	5.8
75	San Francisco Focus	607.93	-5.1	4,336,899	-1.9
76	Shape Magazine	585.90	14.7	10,699,154	25.1
77	Compute	580.16	-3.8	5,178,455	-2.9
78	USA Weekend*	569.17	16.6	128,996,941	31.3
79	Penthouse	565.63	0.3	22,072,585	-3.2
80	New Woman	565.61	3.4	15,367,274	1.8
81	Motor Trend	561.29	-9.8	24,392,945	-0.5
82	Northwest Airlines World Traveler	561.02	50.9	11,252,513	20.8
83	Mirabella	559.82	-15.2	17,038,539	19.6
84	House Beautiful	549.27	6.1	23,338,932	8.5
85	Smithsonian	547.00	-7.2	26,240,170	-0.1
86	Popular Science	541.85	4.1	19,898,678	23.4
87	Field & Stream	541.26	-6.1	24,781,353	-8.7
88	Sports Afield	534.45	-2.1	12,118,359	3.7
89	Metropolitan Home	531.55	-9.4	20,159,293	-6.0
90	Child	509.67	27.6	10,40^071	39.8
91	Hot Rod	508.70	-10.7	13,840,486	-4.8
92	Popular Mechanics	508.41	-1.3	20,689,557	12.2
93	HG	506.82	-17.7	15,458,184	-8.1
94	Omni	506.54	4.9	13,886,892	4.8
95	Kiplinger's Personal Finance	503.96	22.4	15,064,320	29.1
96	Working Woman	499.17	-15.7	17,674,340	-11.1
97	Premiere	493.87	0.7	11,029,407	11.1
98	Working Mother	488.95	1.7	13,458,830	13.7
99	The Atlantic	480.18	8.0	9,741,568	19.4
100	Yankee	475.12	-2.1	5,290,448	-16.8

Percent change compares January-September in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

'Forbes' takes ad lead from 'Business Week'

By Scott Donaton

Forbes surged ahead of *Business Week* in the ad page race last month on the strength of an ad-fat 75th anniversary issue, and could claim the crown for the year.

The anniversary issue, dated Sept. 14 and carrying a $5 cover price, included 325 ad pages. For September, *Forbes* carried 489.2 ad pages, a 59.5% increase from the same month in 1991.

MEDIA WORKS

By comparison, *Business Week's* 274.4 ad pages for the month represented a 6.5% decline while *Fortune* carried 268.6 pages, a 9.6% drop.

The strong September boosted *Forbes'* nine-month total to 2,503.7 pages, an 8% gain and first place among titles tracked by Publishers Information Bureau. *Business Week* was second with 2,411.3 pages, up 6.4%. *Forbes'* 92-page lead over *Business Week* after three quarters put the every other weekly in a position to finish the year in first place, a slot that its weekly rival has held every year since 1975.

Business Week said earlier this year that it was no longer interested in "playing the ad page game" and would focus on improving the profitability of the pages it sold rather than inflating page counts at any cost.

In addition to its anniversary issue, *Forbes'* ad page count has been pumped up by the quarterly supplement *Forbes FYI*. A second supplement, *Forbes ASAP*, will make its debut in December.

In the newsweekly field, *Time* maintained its lead with 1,453.3 pages, a 1.3% increase for the first nine months. *U.S. News & World Report*, which passed *Newsweek* in pages last year, was second with 1,409.8 pages, up 9.8%. *Newsweek* was a close third with 1,392.3 pages, up 9.4%.

September marked the seventh consecutive month of ad page gains for the industry, PIB reported. Pages rose 6.5% for the month to 15,680.2. After three quarters, ad pages totaled 116,036.3, a 3.2% gain.

Ad revenues rose 12.1% in September to $662.3 million and 9% for the nine-month period to $4.98 billion.

James Guthrie, Magazine Publishers of America exec VP-marketing development, pointed out that the year-to-date growth "continues to be driven principally by four categories: automotive; business and consumer services; computers and office equipment; and drugs and remedies."

Sixty-two of the top 100 titles in ad pages showed increases through September, while just 38 were down in pages.

The magazines with the largest percentage gains for the period were *Allure* (436.2 pages, up 118.6%), *Traditional Home* (185.8 pages, up 73.4%), *Financial World* (773.7 pages, up 59.6%), *Northwest Airlines World Traveler* (561 pages, up 50.9%) and *Golf for Women* (162.9 pages, up 46.6%).

The big losers were *Practical Homeowner* (184.3 pages, down 47.5%), *Corporate Finance* (108.2 pages, down 44%), *Town & Country* (444.9 pages, down 36.8%), *Art & Antiques* (275.6 pages, down 30%) and *Natural History* (216.8 pages, down 22.7%). □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$729,660,071	18.62	12,679.1	17.52
Toiletries	$510,121,045	7.57	10,146.8	1.82
Direct response cos.	$450,689,496	8.79	13,856.3	2.38
Business & consumer svcs.	$353,031,490	20.03	9,255.6	16.21
Apparel**	$346,796,533	16.08	10,995.1	2.88
Food	$316,924,363	2.05	4,530.6	-8.79
Travel, hotels & resorts	$248,040,567	-1.09	8,031.8	-3.79
Computers & office equip.	$233,483,874	24.67	4,584.7	14.57
Drugs	$193,252,687	45.85	3,433.8	30.04
Cigarettes & tobacco	$165,910,040	-18.75	2,785.5	-17.76

Revenue and page figures are from January-September 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

New Fox shows stumbling

Delay of Tuesday night launch highlights problems

By Joe Mandese

The new kid on the TV block is having some serious growing pains.

Two weeks into the season, Fox Broadcasting Co.'s average prime-time rating was 7.6, down 0.4 points from the same period in 1991, Nielsen Media Research reported. That follows the 5-year-old network's recent announcement it will delay expansion to a seventh night of prime-time programming to December or early January. Fox originally planned to launch a Tuesday night schedule on Oct. 27.

"A beachhead on Tuesday night is going to be difficult to establish," said Peter Chernin, president of the Fox Entertainment Group. He said Fox decided to delay the expansion last summer after what he called the "successful launch" of the Wednesday night schedule of "Melrose Place" and "Beverly Hills, 90210."

"Melrose Place" captured high ratings initially opposite mostly repeat programming on the Big 3 networks. Now the show is losing significant audience from its strong "90210" lead-in. The "Melrose" rating for the week ended Oct. 4 was 6.2, a new low for the show, while "90210" had a 9.0 rating.

"Melrose Place" started fast for Fox, but is having ratings trouble now.

"The important thing is that they successfully launch Wednesdays before they move on," said Paul Schulman, president of Paul Schulman Co., New York. The company is a division of Advanswers, Wells Rich Greene BDDP's media buying subsidary.

Fox had planned to add two one-hour dramas on Tuesdays, "Class of '96" and "Key West."

"I think Fox may be seeing that they need to use those shows on Wednesdays and Thursdays," said Rob Frydlewicz, VP-associate media research director at N W Ayer.

Fox is also having trouble with its other rookie series, "The Heights." The show scored only a 5.2 rating in its 9 p.m. (ET) Thursday time slot and ranked 94th out of 99 prime-time shows for the week ended Oct. 4.

Only one of Fox's series, "Martin," looks to be a winner. That series had a 10.2 rating for the week ended Oct. 4, beating "Rhythm & Blues," a similar show scheduled in the same 8:30 p.m. (ET) Thursday time slot on NBC that got an 8.9 rating.

A new study from BJK&E Media Group reveals Fox may be underdelivering on some of its commitments.

"At the beginning of the [1991-92] season, Fox received some accolades and a lot of press by talking about producing more original episodes and airing fewer repeats," said Steve Sternberg, VP-broadcast research at BJK&E Media Group. "But a close look at the four networks reveals that each network aired virtually the same percentage of repeats vs. originals of regular series during the 1991-92 season as in the 1990-91 season."

According to BJK&E, 42% of the series episodes Fox aired in 1991-92 were repeats, compared with 38% on ABC, 37% on NBC and 34% on CBS. □

TVB: Too many variables mean no '93 forecast

By Joe Mandese

TV ad spending growth for next year is so uncertain the Television Bureau of Advertising isn't going to make a forecast.

TVB usually issues its own fall outlook for the next year, based on the projections of financial analysts and other experts. But not this year.

"There are still so many question marks out there that we're not going to come out with a forecast," said Harold Simpson, TVB VP-research and development.

Instead, Mr. Simpson said the bureau decided to defer to eight Wall Street analysts' projections in its annual fall outlook.

"We always poll Wall Street analysts and then present their forecast to the TVB board before making our own projection," Mr. Simpson said. "For now, we're only saying what the Wall Street analysts are telling us."

For network TV ad spending, for example, the analysts predicted 3% to 7% growth. For spot TV, the disparity was even wider: 3% to 8% growth.

"It is a big range," Mr. Simpson said, noting that most of the analysts were more "bullish" than members of the TVB board.

"The TVB would welcome that [growth], but we're reluctant to forecast that for now," he said.

The bureau also issued forecasts from McCann-Erickson Worldwide and investment banker Veronis & Suhler.

McCann's Robert J. Coen, senior VP-director of forecasting, predicted network TV spending will grow 6% while Veronis projected a 3.3% gain.

Spot TV will rise 7%, Mr. Coen said, while Veronis predicted only a 4.8% increase.

Mr. Simpson said the Wall Street analysts cited several reasons for optimism, including an imminent improvement in the economy.

He said they also predicted spending would increase dramatically at the slightest hint of an economic uptick.

"For 2½ to three years now, spending has been put on hold and there is a lot of pent-up demand. New-product [introductions] have been put on hold. Brand spending has been put on hold."

Mr. Simpson said second-half TV spending is higher than the TVB initially forecasted, so the bureau is revising its 1992 projection.

"Last fall [when the forecast was made] we had a range of 3% to 5% for both spot and local TV [growth]. Now we're looking more at a 5% to 7% increase," he said. "The third quarter had dynamite, double-digit increases because of the Olympics, and the fourth quarter will be up healthy single digits because of political spending and other categories."

Mr. Simpson said the TVB will have a better handle on whether the recent growth represents a fundamental spending shift when category data are analyzed for the third quarter.

"So far, automotives and a few other categories have been driving this increase," he said. "If we see some increases in other categories, be it retail or be it package goods, that will be a very good sign not only for the balance of this year, but for next year." □

What others see for '93 spending

	Wall Street analysts	McCann-Erickson	Veronis & Suhler
Local TV	+4-8%	+6.5%	+7.6%
Spot TV	+3-8%	+7.0%	+4.8%
Network TV	+3-7%	+6.0%	+3.3%
National syndication	+8-11%	+7.0%	+10.7%
Cable TV	+10-15%	+9.0%	+12.9%

Source: Television Bureau of Advertising

Campbell rolls Prego pizza sauce

By Julie Liesse

Marketers are jumping into the small but growing pizza sauce market with familiar brand names.

Campbell Soup Co. this month launches Prego pizza sauce, a four-flavor line that builds on the equity of its spaghetti sauce brand.

Campbell follows Hunt-Wesson, whose year-old Hunt's pizza sauce has zoomed to the No. 4 slot.

Both marketers are hoping to capitalize on a category that grew 13.5% to supermarket sales of $57.3 million for the year ended Sept. 5.

The category has benefited from the addition of nationally advertised brand names. The top five players are Ragu Foods' Ragu, with 57% of the market; Nestle USA's Contadina with 23%; American Home Food Products' Chef Boyardee, 5%; Hunt's, 3%; and Pet's Progresso, 2%.

Campbell's Prego pizza sauce will be available in ground sausage, mushroom, traditional and pepperoni flavors.

The new sauce will be included in Campbell's umbrella campaign for Prego, handled by FCB/Leber Katz Partners, New York. □

–1,000 Giant African Snails were shipped to the U.S.,
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FOR THE RECORD

VOLVO CARS of North America broke an estimated $20 million campaign last week launching the 850 GLT sedan. TV and print ads contain scarcely a reference to Volvo's longtime safety positioning. The mid-size car is being pitched as a sporty sedan to expand Volvo's appeal to younger families without children and to empty-nesters. Messner Vetere Berger McNamee Schmetterer/Euro RSCG, New York, handles.

AMERICAN FOUNDATION for AIDS Research last week launched a public service campaign to promote AIDS awareness and prevention. The print, TV and radio effort features actress Elizabeth Taylor, who is also founding chairman of the organization. Ads were created in-house by the group and produced by the Centers for Disease Control. ABC and Fox Television Network have agreed to run spots, as have several cable networks.

DISCOVER CARD SERVICES last week announced a new SmartRate variable interest rate program for its general-purpose credit card, linking the rate to each customer's total annual purchases. Customers qualify for the lowest annual interest rate of 15.9% if they bought $1,000 or more with a Discover card last year; 17.9% if they purchased between $500 and $999; or the standard 19.8% rate if their purchases were below $500. DDB Needham Worldwide, Chicago, is Discover's agency.

AMERICAN EXPRESS CO. last week began a six-week campaign for its Corporate Card using comparative advertising for the first time. The print effort includes references to "hidden fees" charged by MasterCard and Visa business cards, which have cut into AmEx's business. Ads themed "It's all business" were created by Tassani Communications, Chicago, and placed by Corporate Card agency Wunderman Worldwide, New York.

MAIDENFORM today breaks a 30-second commercial called "Vote." The TV spot shows quick cuts of women wearing different political buttons on their chests and features a sound track of female voices humming "Yankee Doodle." The concluding message is: "If you've got something to say, now's the time to get it off your chest." It's the first spot from Ogilvy & Mather, New York, which succeeded the now-defunct Levine, Huntley, Vick & Beaver on the account in March.

REVLON CONSUMER PRODUCTS CORP. has licensed its name to nine companies for products ranging from sunglasses to hair accessories, jewelry, toys, apparel and hair dryers. Among the licensees are Tyco Toys and Opti-Ray. The licensing program will start in the U.S. and eventually be extended worldwide.

EDWIN L. ARTZT, chairman-ceo of Procter & Gamble Co., last week told shareholders at the company's annual meeting to expect record sales, unit volume and earnings when final results for first-quarter 1993, ended Sept. 30, are reported Oct. 26. He emphasized P&G's continuing commitment to globalization, product innovation and value pricing.

CHASE MANHATTAN BANK last week began a TV and radio campaign in eight major markets supporting changes in its nationwide Bonus Dollars program. The program offers Chase Visa and MasterCard customers points that can be exchanged for USAir travel, Hertz car rentals, ITT Sheraton hotel stays or merchandise. The bank has reduced spending levels needed to get points and increased rewards to retailers and others. Wells Rich Greene BDDP, New York, handles.

OUTDOOR BOARDS would be severely curtailed under a proposed ordinance in Nashville, Tenn. The Metro Council will give second reading Oct. 20 to the measure, which would prohibit new boards and require removal of 95% of the estimated 500 existing boards in the next seven years. The outdoor board industry plans to fight the proposal.

ACCOUNT ACTION: Mobil Chemical Co.'s Plastics Division, Pittsford, N.Y., is seeking an agency for its estimated $10 million Hefty, Baggies and Kordite account. Wells Rich Greene BDDP, New York, previously handled. . . . **Fayva**, Canton, Mass., to **Rossin Greenberg Seronick**, Boston, from Jordan, McGrath, Case & Taylor, New York, for the retail shoe chain's estimated $6 million to $10 million account. . . . **Spring Air Co.**, Des Plaines, Ill., to **Garfield, Linn & Co.**, Chicago, from now-defunct Stern Walters Partners for its less than $5 million broadcast, print and direct mail account. . . . **Schott Bros.**, Perth Amboy, N.J., to **Gianettino & Meredith**, Short Hills, from Holland Advertising, New York, for the clothing marketer's account.

WORTH NOTING: Canandaigua Wine Co. last week broke a $2 million to $3 million network and spot radio campaign for its Cook's champagne, featuring comedian Jon Lovitz. Eric Mower & Associates, Rochester, N.Y., handles. . . . **Tyco Toys** signed a 10-year licensing agreement with Children's Television Workshop for rights to develop toys and other children's products based on Sesame Street characters. . . . **Estey-Hoover**, Newport Beach, Calif., has acquired Brighton Hill Communications, Yorba Linda, a direct marketing shop, and merged it into the general agency.

D'Arcy loses Louis Rich; more of KGF may follow

By Julie Liesse

Kraft General Foods' decision to move the Louis Rich account may be only the first step in pulling its total $85 million in business from D'Arcy Masius Benton & Bowles' New York office.

Kraft General Foods insiders say it's likely D'Arcy will lose more of its remaining KGF business in coming months. If that happens, industry sources speculate, D'Arcy might ultimately be forced to resign the rest of its Kraft General foods work so the agency is free to pursue more lucrative business in the foods category.

Louis Rich VP-General Manager Bryan Stockton last week issued official confirmation of what had been rumored for weeks: The subsidiary will reassign its $10 million to $15 million account in the next few weeks to another of Kraft General Foods' regular agencies.

The relationship between Kraft General Foods and D'Arcy has been tense for a long time.

Agency executives last week indicated the Louis Rich business is likely to end up at Foote, Cone & Belding, Chicago, which handles Kraft frozen entrees and side dishes as well as Kraft macaroni & cheese, Tombstone pizza, Velveeta Shells & Cheese and other products.

FCB nearly wrested away the Louis Rich account in a creative shoot-out with D'Arcy earlier this year.

Kraft General Foods' other agencies are circling the remaining D'Arcy accounts, all a part of General Foods USA and Kraft General Foods Frozen Products. Those brands include Cool Whip, Crystal Light powdered drinks, Entenmann's baked goods and Boboli pizza crusts.

In addition, D'Arcy is agency of record for Kraft General Foods' $200 million in network TV media buying.

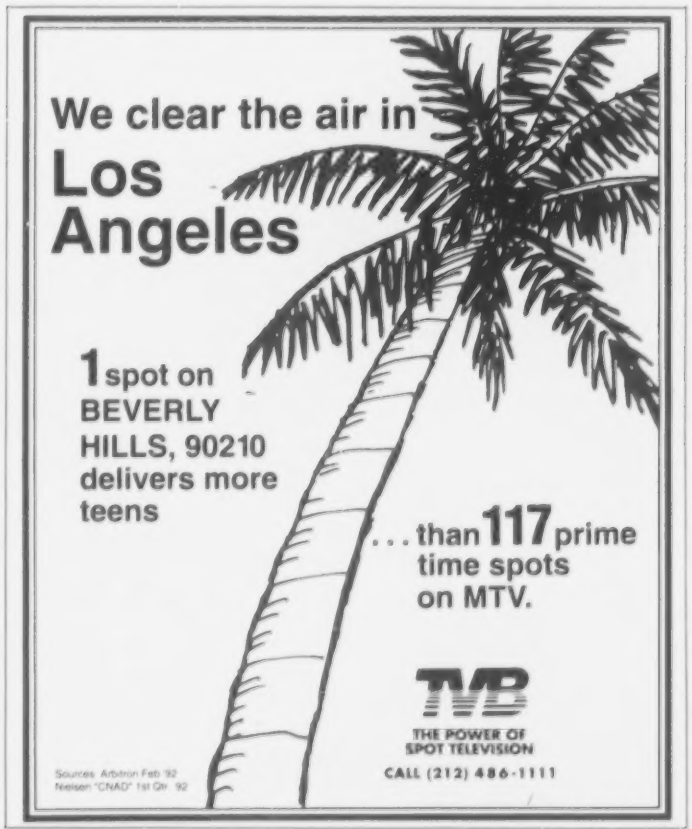
D'Arcy has been struggling to steady its hold on the Kraft General Foods business by bringing in new account managers. But insiders say the relationship between the marketer and agency has been tense for a long time.

"There's difference in cultures that goes way back to when General Foods thought Benton & Bowles paid more attention to its Procter & Gamble business," said one executive close to Kraft General Foods.

D'Arcy is still smarting over the 1990 decision to move the prestigious Maxwell House coffee business back to Ogilvy & Mather, after only a year at D'Arcy, agency insiders say. Since that time, Maxwell House has continued to use D'Arcy-created advertising.

Kraft General Foods' lead agencies are Leo Burnett USA, FCB and J. Walter Thompson USA, all Chicago; and O&M, Grey Advertising and Young & Rubicam, all New York. The food marketer also works with a few smaller shops, such as Fairman & Schmidt, Chicago, on projects. □

Melanie Wells and Scott Hume contributed to this story.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Poll

(Continued from Page 3)

one is enthusiastic," Mr. O'Toole said.

Agency respondents and people in the 35-to-54 age bracket expressed the most unhappiness: 52.9% of agency people are disappointed with the candidates this year vs. 45.1% of marketing company and 42.6% of media executives. Looking at the breakdown by age group, 54.7% of 35-to-54-year-olds said they are disappointed in the selection of candidates vs. 46.7% of 18-to-34-year-olds and 38.4% of those 55 and older.

Stimulating the economy is the biggest issue for the marketing community, industry executives said.

"People feel a change needs to be made, so they're picking the challenger, not the incumbent," said Wally Snyder, president of the American Advertising Federation. "Advertising is one way in which you stimulate sales. We as an industry are going to be watching very closely that we not lose tax deductibility of advertising and that there are no restrictions placed on advertising that would discourage it."

Mr. Perot was able to capitalize on the country's yearnifig for change several months ago, particularly with people who work at ad agencies because they were more likely to identify with his independence and iconoclasm, industry executives speculated. But he let voters down when he withdrew from the race in July.

The ad industry is even more unhappy with Bush than is the general population.

In the recent *Ad Age* poll, Gov. Clinton received the biggest chunk of his support from employees of media companies: 59% of media people said they supported the governor vs. 41.1% of agency and 40.7% of advertiser executives.

The governor was a big loser among women four months ago, but he has picked up speed and now has the support of 54.9% of women in the marketing community; 20.9% of women back the president, 8.2% support Mr. Perot, 13.1% were undecided and 2.7% wouldn't vote for president.

The Democratic nominee also leads with men in the ad industry, but not by nearly as large a margin: 36.7% of men supported Gov. Clinton, 32.4% President Bush and 12.9% were for Perot. The rest either were undecided or wouldn't vote for president.

The results of the *Ad Age* election poll indicate the ad industry is even more unhappy with President Bush than is the general population. According to the Gallup Organization, President Bush is supported by 34% of the people, Gov. Clinton by 46% and Mr. Perot by 13%.

In addition to the economy, Mr. O'Toole believes President Bush's own ad campaign, which has been increasingly negative, has hurt him with marketing executives.

"Negative political ads give advertising itself a bad name . . . ," he said. "Adpeople are particularly sensitive about that. We cringe to see those tactics." □

Dai-Ichi may double stake in Bloom FCA

By Melanie Wells

NEW YORK—Bloom FCA is expected to get a financial boost from its Japanese partner that could help the agency further its goal of acquiring a similar-size shop here.

Top executives from Bloom, its parent company Groupe FCA, Paris, and Dai-Ichi Kikaku Co., Tokyo, will meet in Tokyo next week to discuss doubling Dai-Ichi Kikaku's current 20% stake in Bloom.

The Japanese shop bought its existing stake in Bloom in May 1991 and acquired 10.7% of Groupe FCA a year ago. Bloom's billings are about $240 million.

Robert Bloom, chairman-ceo of Bloom, said additional capital from the Japanese wouldn't affect agency operations. But he said it will help his efforts to expand Bloom through buying a like-size New York agency.

Mr. Bloom is said to have had informal conversations with one shop as recently as last week, and industry executives say Korey, Kay & Partners is one agency Bloom executives are expected to approach in coming weeks.

"As chairman of the company, I have the obligation to listen to everything anyone has to say," said Korey Kay Chairman Allen Kay. "The chances of us wanting to veer from our course are slim to none."

George Guimares, chairman-ceo of Bloom's New York office, denied the agency is planning to court Korey Kay but acknowledged Bloom is eager to make an acquisition.

Earlier this year, Bloom is believed to have held discussions with Geer, DuBois; Marshall Jaccoma Mitchell; and Rosenfeld, Sirowitz, Humphrey & Strauss. All the agencies have billings of $60 million to $150 million.

"It would have to be digestible from our standpoint and with people who are compatible with our culture," Mr. Bloom said of an acquisition.

Discussions with Geer, DuBois are said to have fizzled when the agency lost the Jaguar Cars account in a review to Ogilvy & Mather.

Bloom is also looking to add senior staffers to its creative and strategic planning departments within the month.

Mr. Bloom's quest for growth is almost palpable and for good reason.

Executives close to the company say the terms of Mr. Bloom's four-year buyout agreement are predicated on how much he has grown the company under the watchful eye of Groupe FCA Chairman-CEO Philippe Calleux.

The goal is to double the size of the agency in that time, and Mr. Guimares was brought on last spring from Young & Rubicam to spearhead the effort.

"We're probably 25% along the way," Mr. Bloom said.

The agency has picked up about $74 million in billings since teaming up with FCA in February 1991; during the same period, Bloom has lost $24 million.

"We have a common goal, not to become the biggest agency in the world but to say to our global clients that we now have a new global position in the market," Mr. Calleux said.

Bloom is hoping that the FCA connection will help it snare Trans World Airlines' $45 million to $50 million domestic account, now in review, because the holding company's London shop, FCA, handles TWA's international advertising.

Mr. Calleux said his company's relationship with Bloom is paying off by steering new business to the holding company's French agency. FCA Paris has been named the agency of record for Bloom client Scott Paper Co.'s Baby Fresh Wipes account in France. And Bloom executives are practicing a marketing method known as "context analysis" created by FCA Vice Chairman Marc Bourgery.

Also, when the executives convene in Tokyo next week, Mr. Bloom said, he plans to meet with a key Dai-Ichi Kikaku client to try to snare its U.S. account.

Dai-Ichi Kikaku handles Mitsubishi Corp., Chanel, Duracell and Kentucky Fried Chicken Corp. in Japan. □

Networks

(Continued from Page 1)

to be the biggest factor driving the networks' fourth-quarter bonanza. He is expected to make even more buys; his staff has already made requests for half-hour spots on each of the Big 3 during each of the next two weeks, as well as on election eve.

Mr. Perot's schedule is so big that one network executive said: "Basically, you will be seeing a Perot ad in every commercial break between now and Election Day."

That estimate may not be far off. Among the buys Mr. Perot has made are one spot in each episode of ABC's "Good Morning America," running through Nov. 2, as well as extensive prime-time and sports buys on all three networks.

In an apparent first for a presidential candidate, Mr. Perot bought eight late-night and two prime-time 15-second slots on NBC last week to run teaser commercials encouraging viewers to tune in to his prime-time half-hour spot on NBC Oct. 16. Mr. Perot also ran teasers on ABC for his 1-hour spot on that network Oct. 17.

President Bush, meanwhile, has spent nearly $18 million on the Big 3, including a wide mix of prime-time and sports programming.

But Gov. Clinton has spent a mere $3.8 million, plus a $300,000 prime-time schedule on Fox Broadcasting Co., the first-ever political buy on that network. The Democratic nominee bought spots scheduled for the next two Saturdays on Fox's "Cops" and "America's Most Wanted."

Doug Watts, a media consultant and former communications adviser to the 1984 Reagan/Bush campaign, said the Bush team's reliance on network buys was dictated by its need to build support everywhere.

"Bush has so many people in all the states to persuade that that is how to reach them," he said. "For Clinton, he's spending so much less on networks because he just has to concentrate on certain states. You can bet that he's really pounding with the [spot buy] ads in Texas and Florida and Illinois, probably spending outrageous amounts."

The divergent spending patterns reflect precision targeting by the Democrats and continued mistakes by the Bush/Quayle campaign, said J. Brian Smith, a political media analyst.

"The targeting that's being done is something that's been long overdue in presidential campaigns," said Mr. Smith, president of the Republican consultancy Smith & Haroff. "There are states where George Bush is competitive and other states where he is not. But by buying large amounts of network airtime, he's spending large chunks in places like California where he doesn't have a chance to win."

Mr. Smith said the Bush/Quayle media plan is "just another flawed piece of strategy for a campaign that's been atrocious."

The size and concentration of the political spending blitz caught media buyers and even network sales executives off-guard.

ABC executives, for example, planned to sell only $4 million worth of political ad time for the entire fourth quarter. But as of last week, ABC had written more than $15 million in political buys for the quarter, including more than $10 million from Mr. Perot alone.

"It's exceeded what anyone has expected here," an ABC executive said. "In 1988, we pulled in about $5.9 million in post-convention politicals."

To date, ABC has been the biggest beneficiary of the buys, but all the networks are seeing higher than expected levels of presidential campaign spending.

In fact, the unprecedented spending levels are starting to have a significant impact on the fourth-quarter scatter market for regular network advertisers.

Buyers reported that fourth-quarter prime-time unit prices are rising above upfront costs for the first time since the same period last year.

"It's certainly having an immediate impact on October," said Marc Goldstein, senior VP-director of national broadcast at Lintas: USA, New York. "It's really tightened things up and put the networks in a terrific position. One of the advantages that the networks are seeing from a three-candidate race is at least 33% more money than they normally would have gotten."

While CBS has benefited least from the presidential media blitz, the network was the best sold of the Big 3 coming into the fourth quarter. Still, CBS has heavy schedules from all three candidates during its World Series coverage.

"The network marketplace will tighten right up to the election day, but I have seen avails from the networks for November and December and CBS and Fox are in pretty good shape. But ABC and NBC still have a way to go," said a network buyer at a major independent media buying company. "The key for the networks is whether there is going to be that pre-Christmas scatter money that will fuel November and December, and I have my doubts, because we're still in a recession and nobody is spending except the candidates." □

Jeff Jensen in New York and Steven W. Colford in Washington contributed to this story.

Network campaign spending by presidential candidates

	BUSH	PEROT	CLINTON
ABC	$7.9 million	$10.4 million	$0.1 million
CBS	$4.3 million	$3.3 million	$2.5 million
NBC	$5.7 million	$3.6 million	$1.2 million
Total	$17.9 million	$17.3 million	$3.8 million

Source: ABC, NBC, CBS through Oct. 15

Airline

(Continued from Page 3)

Southwest Airlines from its comparison."

Cramer-Krasselt, Chicago, is the agency.

No. 4 Northwest has been running a series of ads citing its top showings in on-time performance, customer satisfaction and lack of luggage problems. J. Walter Thompson USA, New York, handles.

Southwest, the nation's No. 8 airline, often runs counter to the industry.

The carrier is profitable at a time when virtually all major airlines are losing money. Chairman Herb Kelleher dressed as Elvis for a photo in a recent annual report. And on Halloween, passengers can expect to find flight attendants in costume and spider and skeleton decorations hanging in the cabin.

"We take our work seriously but not ourselves," said Don Valentine, Southwest VP-marketing. "We find that humor works well in the workplace. Isn't it nice that airlines don't usually take that route?"

Southwest in fact stopped short of putting up an outdoor version of the "Liar, liar" ad outside Northwest's headquarters in St. Paul, Minn.

Southwest is serious, however, in challenging Northwest's claim to be tops in customer satisfaction. Southwest was omitted from the ranking in the Northwest advertising because Northwest doesn't consider Southwest a "major" airline, though it meets the Department of Transportation definition of $1 billion or more in revenue per year.

So far, Northwest won't give Southwest's ad a second thought.

"It's a clever ad. Hats off to Herb and the gang," said John Austin, Northwest director of media relations. "We see no need to respond. Our own ad talking about our accomplishments is sufficient rebuttal. If you are on the junior varsity, it is easy to put up big numbers. But up here in the majors, the hitting is a little tougher."

Southwest, however, may be laughing all the way to the bank.

"Southwest is doing very well and probably will be the only profitable airline in the third quarter," said John Pincavage, partner at the Transportation Group, a consultancy. "They're making money because they are low-cost and have a totally different operating strategy from everyone else."

Jack Trout, president of marketing consultancy Trout & Ries, believes Southwest has been successful because the carrier is the "antithesis" of other major carriers.

"The beauty of the ad is that it's anti-establishment," Mr. Trout said. "It continues the us vs. them kind of feeling. I think it's terrific to position Southwest against the traditional airlines. It's a great way of setting the record straight." □

Ira Teinowitz contributed to this story.

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A. Total No. Copies Printed (Net Press Run)	100,351	99,506
B. Paid and/or requested Circulation		
1. Sales through Dealers and Carriers, Street Vendors and Counter Sales	2,614	2,391
2. Mail Subscriptions	80,569	84,655
C. Total Paid and/or Requested Circulation (sum of 10B1 and 10B2)	83,203	87,046
D. Free Distribution by Mail, Carrier or other means: Samples, complimentary, and other free copies	11,173	5,944
E. Total Distribution (Sum of C and D)	94,376	92,990
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1. Office use, leftover, unaccounted, spoiled after printing	1,840	2,127
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G. Total (Sum of E, F1 and 2—should equal net press run shown in A	100,351	99,506

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